

Advance Monthly Retail Sales



U.S. Department of Commerce
ECONOMICS AND STATISTICS ADMINISTRATION
BUREAU OF THE CENSUS

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INTENTION TO REVISE ESTIMATES. The unadjusted and adjusted monthly retail sales estimates will be revised based on the results of the 1989 Annual Retail Trade Survey. Revised estimates for January 1988 through February 1991 are scheduled for release the week of March 18, 1991. Estimates shown in this report do not reflect this revision.

FOR WIRE TRANSMISSION 8:30 A.M. EST., Tuesday, January 15, 1991

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail sales for December adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$151.1 billion, a decrease of 0.4 percent ($\pm 1.3\%$) from the previous month but up 3.6 percent above December 1989. Total sales for the 12 months of 1990 were \$1,799.4 billion, up 3.8 percent from the 1989 total.

Durable goods decreased 0.8 percent ($\pm 3.6\%$) from the previous month.

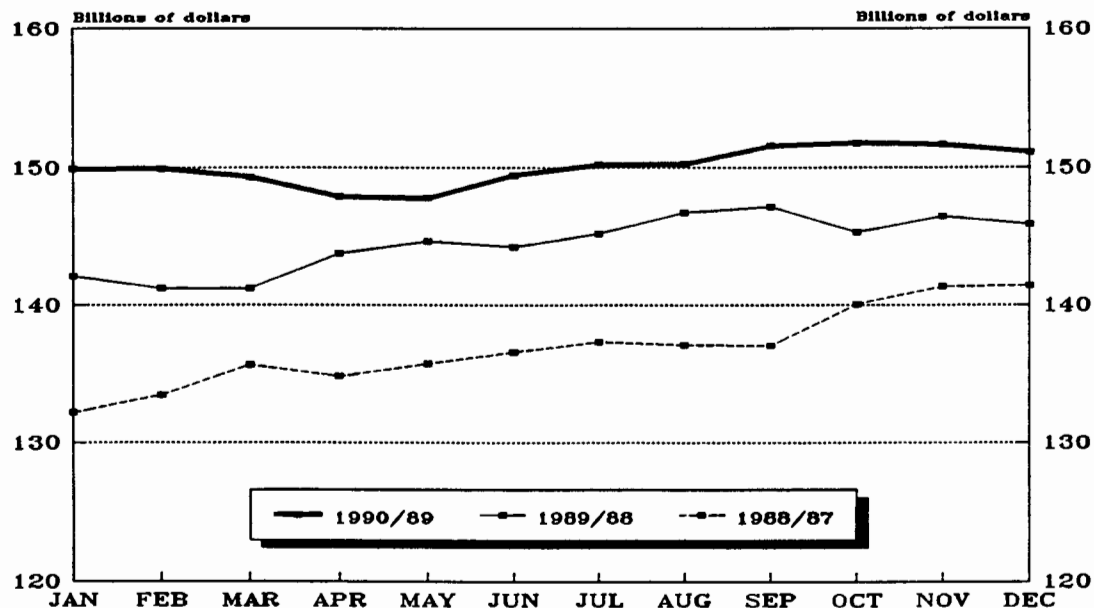
Nondurable goods decreased 0.1 percent ($\pm 1.3\%$) from the previous month but were 5.3 percent above the previous year. General merchandise stores decreased 0.9 percent from the previous month. Food stores were up 4.1 percent from last year while gasoline service stations were up 18.7 percent in the same period.

The Advance Monthly Retail Sales Report for January is scheduled to be released February 13, 1991, at 8:30 a.m.

ESTIMATED MONTHLY RETAIL SALES

January 1988 - December 1990

(Data adjusted for seasonal, holiday, and trading-day differences)



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This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board (N-8-1) (202-377-3870) and through the Census Bureau's online information service - CENDATA. CENDATA is available from Dialog Information Services, INC. (1-800-334-2464) and CompuServe (1-800-848-8199). The CENDATA staff at the Bureau of the Census (301-763-2074) can provide content information and general guidance.

Table 1. Estimated Monthly Retail Sales, By Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted						Adjusted ¹					
		12 month total		1990			1989		1990			1989	
		1990	Percent change from 1989	Dec. ² adv.	Nov. prel.	Oct. final	Dec.	Nov.	Dec. ² adv.	Nov. prel.	Oct. final	Dec. ²	Nov. ²
	Retail trade, total.....	1,799,422	+3.8	181,370	154,640	150,678	176,486	148,834	151,064	151,635	151,751	145,848	146,467
	Total (ex. auto group)...	1,424,350	+5.0	154,704	126,447	119,661	150,011	120,490	120,311	120,452	120,260	115,271	115,317
	Durable goods, total.....	647,481	+0.3	57,245	51,347	53,436	57,004	51,951	53,033	53,475	54,061	52,756	53,907
52	Bld. mat., hrdware, garden supply, & mobile home dlr.	92,852	-0.2	6,560	7,379	8,106	6,841	7,517	7,404	7,609	7,610	7,516	7,776
521,3	Bld. mat. & supply stores..	(*)	(*)	(*)	5,381	5,960	4,709	5,544	(*)	5,463	5,468	5,431	5,623
525	Hardware stores.....	(*)	(*)	(*)	1,072	1,086	1,118	1,017	(*)	1,062	1,055	996	1,020
55 ex 554	Automotive dealers.....	375,072	-0.7	26,666	28,193	31,017	26,475	28,344	30,753	31,183	31,491	30,577	31,150
551,2,5,6,7,9	Motor vehicle and misc. automotive dealers.....	342,601	-1.2	24,077	25,532	28,168	23,850	25,612	28,062	28,527	28,831	27,862	28,426
551	Motor vehicle (franch.)...	(*)	(*)	(*)	22,682	25,112	21,031	22,610	(*)	(NA)	(NA)	(NA)	(NA)
553	Auto and home supply str.	(*)	(*)	(*)	2,661	2,849	2,625	2,732	(*)	2,656	2,660	2,715	2,724
57	Furniture, home furn., and equipment stores.....	91,431	+1.6	10,072	8,000	7,547	9,993	8,234	7,562	7,497	7,549	7,413	7,707
571	Furniture and home furn.	(*)	(*)	(*)	4,352	4,176	4,597	4,552	(*)	4,060	4,066	3,980	4,250
5722,32	Household appliance, radio, and TV stores.....	(*)	(*)	(*)	2,910	2,680	4,186	2,924	(*)	2,720	2,780	2,727	2,730
5722	Household appliance str.	(*)	(*)	(*)	806	758	983	795	(*)	(NA)	(NA)	(NA)	(NA)
	Nondurable goods, total..	1,151,941	+5.9	124,125	103,293	97,242	119,482	96,883	98,031	98,160	97,690	93,092	92,560
53	General mdse. group stores...	210,037	+3.7	32,359	21,559	16,858	32,336	21,098	17,336	17,494	17,409	17,276	17,236
531	Dept str. (ex lsd. depts)...	170,185	+3.9	26,120	17,460	13,726	25,998	16,942	14,081	14,195	14,092	14,008	13,864
531	Dept str. (in lsd. depts) ³ ...	(*)	(*)	(*)	17,932	14,124	26,709	17,425	(*)	14,603	14,501	14,429	14,295
533	Variety stores.....	(*)	(*)	(*)	667	577	1,181	697	(*)	618	593	608	651
539	Misc. general mdse. str.	(*)	(*)	(*)	3,432	2,555	5,157	3,459	(*)	2,681	2,724	2,660	2,721
54	Food stores.....	367,548	+5.2	33,292	30,719	30,415	32,352	29,248	31,133	31,013	30,943	29,906	29,750
541	Grocery stores.....	345,482	+4.9	30,954	28,956	28,645	30,241	27,571	29,229	29,190	29,111	28,184	28,019
554	Gasoline service stations....	128,647	+11.3	11,541	11,960	12,259	9,761	9,529	11,813	12,192	11,948	9,950	9,773
56	Apparel and accessory stores..	94,330	+3.4	12,580	8,773	7,705	12,844	8,708	7,643	7,797	7,817	7,689	7,824
561	Men's and boys' clothing and furnishings stores....	(*)	(*)	(*)	878	770	1,536	904	(*)	776	774	795	799
562,3,8	Women's clothing, specialty stores, furriers.....	(*)	(*)	(*)	3,010	2,692	4,466	3,092	(*)	2,645	2,681	2,722	2,739
565	Family clothing stores.....	(*)	(*)	(*)	2,818	2,270	4,105	2,653	(*)	(NA)	(NA)	(NA)	(NA)
566	Shoe stores.....	(*)	(*)	(*)	1,498	1,367	1,925	1,455	(*)	1,469	1,448	1,399	1,439
58	Eating and drinking places...	182,085	+4.9	15,092	14,695	15,294	14,519	13,999	15,168	15,212	15,173	14,461	14,613
591	Drug and proprietary stores..	67,068	+9.8	7,716	5,784	5,677	6,754	5,217	5,954	5,842	5,787	5,224	5,291
592	Liquor stores.....	(*)	(*)	(*)	1,784	1,691	2,311	1,658	(*)	1,772	1,761	1,632	1,665
5961 (pt)	Mail-order houses (dept. store merchandise).....	(*)	(*)	(*)	514	403	519	519	(*)	(NA)	(NA)	(NA)	(NA)
53,56,57	GAF ⁴	(*)	(*)	(*)	44,442	37,232	66,910	44,194	(*)	38,258	38,472	37,855	38,286

¹Advance estimates are not available from the subsample panel for these kinds of business.

NA Not available.

²Revised.³Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, ER-90-11.²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.³Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.⁴GAF represents stores which specialize in department store types of merchandise.

Note: Totals include data for kinds of business not shown separately.

Table 2. Percent Change in Estimated Monthly Retail Sales, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences)

SIC code	Kind of business	Percent change					
		Dec. 1990 advance from--		Nov. 1990 preliminary from--		Oct. 1990 through Dec. 1990	
		Nov. 1990 prelim.	Dec. 1989 final	Oct. 1990 final	Nov. 1989 final	July 1990 through Sept. 1990	Oct. 1989 through Dec. 1989
	Retail trade, total.....	-0.4	+3.6	-0.1	+3.5	+0.5	+3.8
	Total (excl. automotive group).....	-0.1	+4.4	+0.2	+4.5	+0.6	+4.7
	Durable goods, total.....	-0.8	+0.5	-1.1	-0.8	-0.3	+0.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	-2.7	-1.5	0.0	-2.1	-3.6	-1.8
55 ex. 554	Automotive dealers.....	-1.4	+0.6	-1.0	+0.1	+0.4	+0.6
551,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers.....	-1.6	+0.7	-1.1	+0.4	+0.5	+0.8
57	Furniture, home furnishings, and equipment stores.....	+0.9	+2.0	-0.7	-2.7	-0.2	-0.5
	Nondurable goods, total.....	-0.1	+5.3	+0.5	+6.1	+1.0	+6.0
53	General merchandise group stores.....	-0.9	+0.3	+0.5	+1.5	-1.4	+1.2
531	Dept. stores (ex. leased dept.) ²	-0.8	+0.5	+0.7	+2.4	-1.0	+1.7
531	Dept. stores (in. leased dept.).....	(NA)	(NA)	+0.7	+2.2	(NA)	(NA)
54	Food stores.....	+0.4	+4.1	+0.2	+4.2	+0.4	+4.4
541	Grocery stores.....	+0.1	+3.7	+0.3	+4.2	+0.5	+4.2
554	Gasoline service stations.....	-3.1	+18.7	+2.0	+24.8	+10.0	+22.3
56	Apparel and accessory stores.....	-2.0	-0.6	-0.3	-0.3	-3.2	+0.3
58	Eating and drinking places.....	-0.3	+4.9	+0.3	+4.1	-0.7	+4.2
591	Drug and proprietary stores.....	+1.9	+14.0	+1.0	+10.4	+4.0	+11.8

Table 3. Estimated Monthly Retail Sales of Group II Companies, by Kind of Business

(Sales in millions of dollars)

SIC code	Kind of business	Not adjusted			Adjusted ¹		
		Nov. 1990 prelim.	Oct. 1990 final	Nov. 1989	Nov. 1990 prelim.	Oct. 1990 final	Nov. ² 1989
	Retail trade, total.....	63,652	57,180	60,036	58,446	58,173	55,333
53	General merchandise group stores.....	19,925	15,443	19,403	16,101	16,016	15,788
531	Dept. stores (ex. leased dept.).....	16,921	13,322	16,366	13,757	13,678	13,404
531	Dept. stores (in. leased dept.) ²	17,375	13,706	16,830	14,149	14,072	13,806
533	Variety stores.....	506	439	550	467	454	511
539	Miscellaneous general merchandise stores.....	2,498	1,682	2,487	(NA)	(NA)	(NA)
54	Food stores.....	17,601	17,235	16,618	(NA)	(NA)	(NA)
541	Grocery stores.....	17,383	17,031	16,408	17,400	17,326	16,540
56	Apparel and accessory stores.....	5,132	4,250	4,844	4,422	4,387	4,260
562,3,8	Women's clothing, specialty stores, furriers.....	1,771	1,497	1,709	1,536	1,531	1,499
566	Shoe stores.....	960	848	919	930	911	904
591	Drug stores and proprietary stores.....	3,570	3,439	3,127	3,613	3,590	3,178

NA Not Available.

²Revised.

¹Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-11 program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are contained in the Monthly Retail Trade Report, BR-90-11.

²Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

Sample Design and Reliability of Data

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference.

Percentage differences between advance and full sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -0.3 percent to +1.2 percent with the average of the absolute differences about 0.4 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 below.

Preliminary estimates for November 1990 and final estimates for October 1990 based on the full sample are published later this month in the Monthly Retail Trade Report for November (RR-90-11). The complete report will provide sales estimates in greater detail and will present a description of revisions and the techniques used in developing the estimates.

The margin of sampling error, as used on page 1, indicates a range about the estimate which corresponds to a 90 percent confidence interval. If, for example, the estimate is up 0.8 percent and the margin of sampling error is 1.2 percentage points above or below the estimate, then the indicated range is -0.4 percent to +2.0 percent. If the range contains 0, it is uncertain whether there was an increase or decrease. The Monthly Retail Trade Report includes explanations of confidence intervals and sampling variability along with additional measures of sampling variability.

Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of Business	Estimated coefficient of variation in percent of the						Preliminary-to-final percent change minus the Advance-to-preliminary percent change			
		Advance-to- preliminary ratio		Ratio to same month a year ago	Dollar volume sales est.	Ratio of current quarter to prev. quarter					
		Range ¹		Median	Median	Median	Median	Range ²		Mean	Ave. of absolute diff.
		From	To					From	To		
52 55 ex. 554 551,2,5, 6,7,9 57	Retail trade, total.....	0.5	0.6	0.6	0.9	0.8	1.0	-0.3	+1.2	+0.2	0.4
	Total (excl. auto).....	0.5	0.7	0.6	0.8	0.7	0.9	-0.3	+0.5	+0.1	0.2
	Durable goods, total.....	1.4	2.0	1.6	2.3	1.8	2.2	-0.9	+1.7	-0.1	0.7
	Building materials, group stores....	1.1	3.0	1.7	3.8	3.2	3.1	-1.9	+3.1	0.0	0.7
	Automotive dealers.....	1.6	2.4	2.0	3.2	2.6	3.0	-2.1	+2.9	-0.1	0.9
	Motor vehicle and misc. automotive dealers.....	1.3	2.0	1.6	4.0	2.8	3.3	-2.5	+3.3	-0.1	1.0
	Furniture, home furn., and equipment stores.....	1.3	3.8	2.1	4.2	3.9	3.1	-1.9	+5.0	+0.5	1.5
	Nondurable goods, total.....	0.5	0.7	0.6	1.0	0.7	0.9	-0.2	+0.7	+0.1	0.2
	General merch. group, total.....	0.2	0.9	0.4	0.4	0.4	0.5	-0.9	+1.3	0.0	0.4
	Dept. stores (ex. leased depts.)..	0.1	0.3	0.2	0.2	0.2	0.1	-0.5	+1.2	+0.1	0.4
54 541	Food stores.....	0.8	1.3	1.0	1.7	1.3	1.6	-0.4	+1.5	+0.2	0.4
	Grocery stores.....	0.2	0.5	0.3	1.8	1.3	1.6	-0.5	+1.3	+0.2	0.4
554 56 58 591	Gasoline service stations.....	0.6	1.0	0.9	2.9	2.1	2.7	-1.8	+1.9	0.0	0.7
	Apparel and accessory stores.....	1.1	3.6	1.7	2.5	2.0	1.9	-3.9	+3.8	+0.2	1.4
	Eating and drinking places.....	0.4	1.9	0.8	2.7	2.3	2.6	-1.3	+1.6	+0.2	0.8
	Drug and proprietary.....	0.6	1.8	0.7	2.5	1.9	2.1	-1.7	+2.1	+0.3	0.7

¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variation, holiday, and trading-day differences for the data months of November 1988 - October 1989.

²The ranges shown for the retail trade total are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the 12-month period, December 1989 - November 1990. The ranges for all other totals and kinds of business are based on the 12-month period October 1988 - September 1989.

Note: Coefficients of variation for the ratio of current quarter to current quarter a-year-ago estimates are approximately the same as those for the ratio of current quarter to previous quarter. See appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion of the measures of sampling variability.

